

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) At a server computing system that is at least intermittently connected to one or more receiver modules in a network, wherein the server computing system comprises a planning module and a control module, wherein the planning module comprises an interface module, a data module, a reservation module, and an aggregation module, and wherein the one or more receiver modules are configured to display advertisements associated with an advertising campaign on a display device, a method for scheduling the advertising campaign to achieve an advertising impression goal, the method comprising:

receiving historical data from the one or more receiver modules, the historical data comprising data about delivered advertising impressions, geographic information, demographic information, time of day, and programming viewed with the advertising impressions;

aggregating the received historical data;

the control module applying a rule to the ~~aggregation~~aggregated historical data to generate estimated historical data representative of all available receiver modules;

delivering the estimated historical data to the planning module;

the planning module retrieving campaign data representing ~~[[the]]~~a number of advertising impressions of ~~[[the]]~~ advertisements scheduled for future display to ~~[[the]]~~ one or more target viewers;

the planning module combining the historical data and the campaign data to generate a schedule of available advertising inventory, the schedule usable by an

advertiser to reserve advertising inventory for the advertising campaign so that the advertising impression goal for the advertising campaign is achieved within ~~[[the]]~~ a timeframe and among the one or more target viewers selected by the advertiser;

the reservation module assigning weights to advertisements in the advertising campaign, the weights defining a type of display frequency for the advertisements and ~~[[the]]~~ advertisement content associated therewith;

generating one or more metadata files associated with advertisement content, the one or more metadata files comprising an ID attribute uniquely identifying advertising content, an ad type attribute indicating whether an advertisement is committed or flexible, an ad weight attribute which is a number to be interpreted by a receiver module and wherein an absolute weight is calculated as an impression goal for a committed advertisement divided by a total inventory, and a schedule element describing when advertising content is to be displayed to a viewer; and

delivering advertisement content and metadata files associated with the advertisements to at least one receiver module.

2. (Original) A method as recited in claim 1, further comprising a step for displaying the schedule using a graphical user interface.

3. (Currently Amended) A method as recited in claim 1, further comprising a step for notifying an individual when ~~[[the]]~~ a requested impression goal for the advertising campaign exceeds the available advertising inventory.

4. (Original) A method as recited in claim 1, further comprising a step for booking multiple advertising campaigns within the same timeframe and target, allowing the total advertising inventory to be split among these simultaneous campaigns according to various weights.

5. (Original) A method as recited in claim 4, further comprising a step for overbooking one or more entries in the schedule of the available advertising inventory.

6. (Original) A method as recited in claim 4, further comprising a step for resolving a conflict between the requested impression goal and the available advertising inventory.

7. (Original) A method as recited in claim 1, further comprising a step for defining each of the one or more target viewers, each target viewer being defined by at least one of advertisement location data, market area data, and data indicative of a time interval that the advertisement is active.

8. (Currently Amended) A method as recited in claim 1, further comprising a step for defining each of the advertisements as either a committed advertisement or a flexible advertisement.

9. (Currently Amended) A method as recited in claim 1, further comprising a step for weighting the advertisement, the weighting defining ~~the~~ a frequency of display of the advertisement.

10. (Currently Amended) A method as recited in claim 1, further comprising a step for adjusting ~~the~~an advertising type and weights of different campaigns at various times to avoid conflicts or overbooking before or during a scheduled campaign.

11. (Previously Presented) A method as recited in claim 1, wherein the control module comprises an advertising module, a manager module, and a historical data module, and the method further comprising:

the advertising module storing data in a database, the data comprising advertisement content for advertisements.

12. (Currently Amended) A method as recited in claim 1, wherein the data module comprises an overall advertising inventory module and an advertising detail inventory module,

the overall advertising inventory module providing a summary view of advertising impression inventory and scheduled advertising campaigns, including information about ~~the~~a total number of advertising impressions available, total number of advertisements that have been scheduled as committed, total number of scheduled flexible advertisements and ~~the~~a total weight of flexible advertisements for any defined target criteria, and

the advertising detail inventory module providing detailed scheduling information for each scheduled advertisement comprising information relating to each advertisement including ~~the~~a total impression goal and advertising weight for any defined target.

13. (Previously Presented) A computer program product for implementing a method for scheduling an advertising campaign to achieve an advertising impression goal, the computer program product comprising:

a computer readable storage medium carrying computer executable instructions for implementing the method recited in claim 1.

14. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for displaying the schedule using a graphical user interface.

15. (Currently Amended) A computer program product as defined in claim 14, wherein the computer readable medium further carries computer executable instructions for performing ~~[[the]]~~a step for notifying an individual utilizing the planning module when ~~[[the]]~~a requested impressions of one or more advertising campaigns exceeds the available advertising inventory.

16. (Currently Amended) A computer program product as defined in claim 14, wherein the computer readable medium further carries computer executable instructions for performing ~~[[the]]~~a step for overbooking one or more entries in the schedule of the available advertising impressions.

17. (Currently Amended) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing ~~the~~ a step for defining a target viewer of the one or more target viewers, the target viewer being defined by at least one of demographic data, geographic data, time data, date data, and market area data.

18. (Currently Amended) A computer program product as defined in claim 13, wherein the computer readable storage medium further carries computer executable instructions for performing ~~the~~ a step for defining each advertisement content as either a committed advertisement or a flexible advertisement.

19. (Currently Amended) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing ~~the~~ a step for weighting the advertisement, the weighting defining ~~the~~ a frequency of display of the advertising content.

20. (Currently Amended) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing ~~the~~ a step for adjusting ~~the~~ an advertising type and weights of different campaigns at various times to avoid conflicts or overbooking before or during a scheduled campaign.

21. (Previously Presented) A system, configured to schedule the display of an advertisement from an available advertising inventory of advertising impressions, comprising one or more processors and computer readable storage media having encoded thereon instructions which, when executed, perform the method of claim 1.

22 – 44. (Cancelled)